

Bolzter

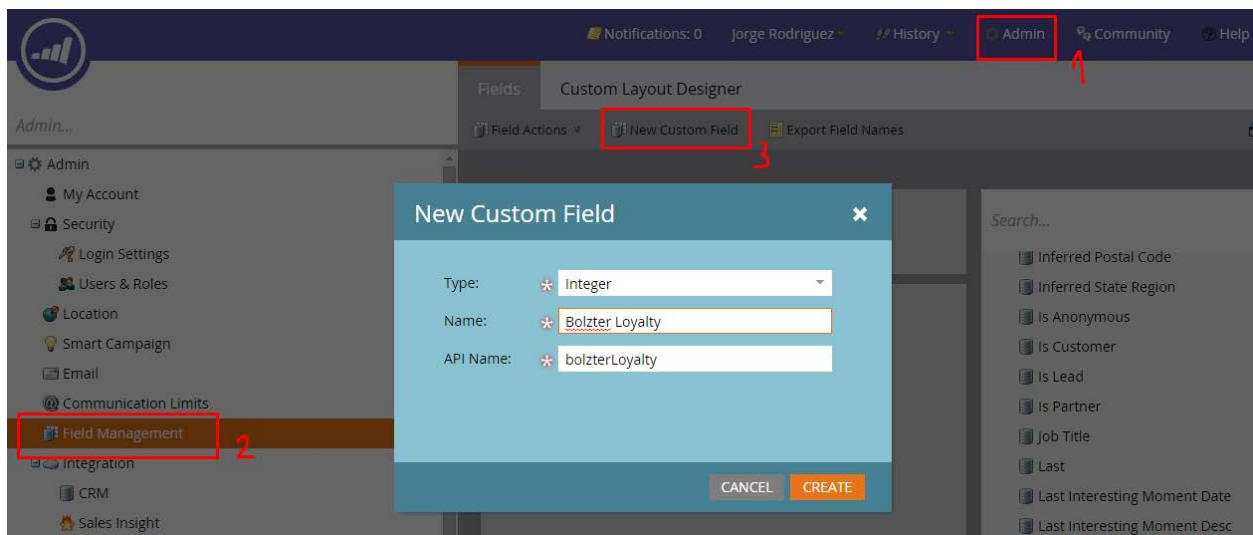
Integrating Bolzter with Marketo

In order to take advantage of Bolzter social metrics with your Facebook Ads campaigns using Marketo's Engagement Marketing Platform you need to follow next steps:

1. Adding custom fields to Marketo

You need to add at least 3 custom fields to Marketo*:

- Integer, Bolzter ID, bolzterID
- Integer, Bolzter Influence, bolzterInfluence
- Integer, Bolzter Loyalty, bolzterLoyalty



* Only administrators can create custom fields

How to create a custom field in Marketo → <http://bit.ly/custom-field>

Check Bolzter API documents → <https://social.bolzter.com/doc/api/v2.1>

2. Getting credential for Lead sync with Marketo

For seamless integration you need to get the SOAP* webservice credentials: User ID, Endpoint and Encryption Key

The screenshot displays the Marketo Admin interface. On the left, the 'Admin' sidebar is visible, with 'Web Services' highlighted under the 'Integration' section. The main content area shows the 'Web Services' configuration page. The 'SOAP API' section is expanded, showing the following fields:

- Endpoint: <https://559-TPW-365.mktorest.com/soap>
- Access Status: Active
- Status Reason:
- User ID: 6972560952C17B8D44ACB2
- Encryption Key: |1805300498944.....3EF4444BB5F8.
- SOAP API documentation: <http://developers.marketo.com/documentation/soap>

A 'SAVE CHANGES' button is located at the bottom right of the SOAP API section. The REST API section is also visible below, showing its own set of fields.

* How to use Marketo SOAP API → <http://developers.marketo.com/documentation/soap/>

Bolzter

3. Integrating Marketo credentials in Bolzter Platform

In your Bolzter's account go to My account page and set User ID, Encryption Key and SOAP endpoint.

The screenshot shows the 'Marketo Integration' settings page in a web browser. The URL is <https://social.bolzter.com/account/>. The page has a blue header with a gear icon and the text 'Marketo Integration'. Below the header are three input fields, each with a circled number: 1. 'User ID' with a value 'ev1_69725609 38D4'. 2. 'Encryption Key' with a value '1...3004985 77BB88l 7'. 3. 'SOAP endpoint' with a value 'h...nktoapi.c s/2_7'. At the bottom right, there are three buttons: 'Cancel', 'Reset credential', and 'Save'. The 'Save' button is circled in red and has a '4' next to it.

4. Once you set your credentials on Bolzter platform you can check your leads in Marketo immediately

The screenshot shows the Bolzter platform interface. The top navigation bar includes 'Notifications: 0', 'Jorge Rodriguez', 'History', 'Admin', 'Community', and 'Help'. The main content area is divided into a sidebar and a main table. The sidebar has a 'Lead Database...' link circled in red and labeled with a '1'. Below it, 'System Smart Lists' are listed, with 'All Leads' circled in red and labeled with a '2'. The main table is titled 'Leads' and has columns: 'Id', 'Last', 'First', 'Job Title', 'Company', 'Email', 'Phone', 'Status', 'Score', 'Source', and 'Updated'. A red arrow points to a row in the table with 'Id' 1368 and 'Email' '179@...'. Another red arrow points to the 'Leads' tab in the top navigation.

Id	Last	First	Job Title	Company	Email	Phone	Status	Score	Source	Updated
1368	Sta				179@...					Feb 27, ..
1367	Lisa				1@...					Feb 27, ..
1366	Joy				joy@...					Feb 27, ..
1365	Sha				ost@w...					Feb 27, ..
1364	Kid				mail_c...					Feb 27, ..
1363	Lina				s@gm...					Feb 27, ..
1362	Jear				@yaho...					Feb 27, ..
1361	Mic				ahoo_c...					Feb 26, ..
1360	Mar				r@gm...					Feb 26, ..
1359	terc				@yah...					Feb 26, ..
1358	mar				mst@...					Feb 26, ..
1357	Dor				all.com					Feb 26, ..
1356	Jan				hoo.co...					Feb 26, ..
1355	Det				ig@a@...					Feb 26, ..

All set!! Now you can optimize your Facebook campaigns. If you have any questions please contact us at info@bolzter.com